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Advertising Age

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CAN CARMAKERS WIN WOMEN'S HEARTS?!

See Page 3

NEWSPAPER

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Cocaine: White-line fever in the ad industry

— Page 1

Net scatter market in turmoil as rates plunge

— Page 1

P&G ready to Crest with paste in pump

— Page 3

Winners and losers in nets' fall lineup

— Page 3

HIGHLIGHTS

DFS, Saatchi deal rumored 1
Dancer Fitzgerald Sample last week was the subject of strong reports that it had re-entered negotiations with Saatchi & Saatchi. It is believed the discussions were for either the sale of DFS or for Saatchi to take an equity position in DFS.

For some admen, coke is it 1
Current or former cocaine users who asked not to be identified say cocaine use is rampant in the advertising industry, and few independent drug-abuse experts disagree. The big surprise, they say, would be to find that cocaine use is not a problem in advertising, as it has been shown to be in entertainment, sports and elsewhere.

P&G gets pumped up 3
After nearly a year of frustrating delays, Procter & Gamble is introducing nationally its Crest toothpaste in a pump dispenser. Analysts believe P&G will spend $20 million to $25 million to introduce its pump.

Fourth-quarter ad budgets stable 4
Although marketers differ on how the economy will fare during the fourth quarter, most expect ad spending to stay generally on target.

CATEGORY REVIEW

Bicycles hit their stride 6
The bicycle market, which had been flat for the past few years, has come full circle, and U.S.-based marketers are pumping up new campaigns to meet the boom. An estimated 10.1 million bicycles were sold in 1984, up 12% from '83. And '85 totals should be even better.

FTC bill on admen's agenda 6
The House last week caught up with the Senate by passing a Federal Trade Commission reauthorization bill. A key obstacle to passage is also a key issue to advertising industry groups following the bill: Whether Congress will restore the FTC's right to regulate "unfair" advertising.

Nike team gets stronger 12
Nike hopes to catch lightning in a bottle twice with a new line of baseball shoes and apparel applying the same formula as the company's highly successful Air Jordan basketball line. The Beaverton, Ore.-based sports shoe marketer has signed New York Mets pitcher Dwight Gooden and Atlanta Braves outfielder Dale Murphy to three-year contracts, creating separate lines of shoes and apparel called Dr. K, after Mr. Gooden's nickname, and Number 3, Mr. Murphy's number.

Taylor thinks young 39
W.A. Taylor Co.'s Drambuie and Tia Maria liqueurs will receive new ad efforts next month designed to woo younger drinkers. The campaigns—budgeted at $3 million each—reflect Miami-based Taylor's aggressiveness with brands that show potential with the consumers who are upgrading the products they are buying.

Avedon Chanels ad efforts 72
What do Barbara Walters, Phyllis George, Jerry Hall and Nan Kempner have in common? Chanel hopes it's Coco, its new fragrance, named for Chanel's namesake and founder. The debut of Coco marks the first Chanel ads shot by Richard Avedon since he caught Catherine Deneuve before the camera for Chanel No. 5.

INTERNATIONAL

More French babies 55
A French survey taken in July has shown that 62% of 900 respondents think there is a birth crisis in France, and on the strength of this, CLM/BBDO and three outdoor advertising brokers in Paris plastered the town with outdoor boards of bare babies and a plea for procreation.

Dutch up tv time 56
After years of debate, the Dutch government finally is launching a third commercial tv channel, which will open up more commercial tv time because of pressure from marketers, agencies and pan-European satellite tv.

NEW PRODUCTS

Smacks of Smucker's 68
J.M. Smucker Co. is using its good name and Knudsen & Sons' juice market know-how to introduce a five-item line of Smucker's 100% Fruit Juices into selected test markets.

OTHER NEWS

A consumer survey in two markets in Texas—traditionally a Coca-Cola stronghold—shows Coke in its various forms is holding market share since the company reformulated regular Coke. But there also are indications of slippage in loyalty that may provide a wedge for the competition. Page 4.

The Assn. of National Advertisers, in tapping Dan Jaffe to run its office, plucked a senior staffer from the American Advertising Federation. The job had been filled by Sam Thurm until his retirement. Page 6.

Amana Refrigeration is injecting some humor into its standard promotional advertising along with the introduction of its new line of lower-price Radarange microwave ovens. Page 12.

Coleco Industries is bringing the cliffhanger to tv ads for Sectaurs action figures. Cliffhanger endings worked for movie serials in the 1940s and 1950s, the "Star Wars" sagas and today's tv soap operas. Page 47.

Philip Morris USA is rolling out an extension of its popular Virginia Slims brand nationally. The new cigaret, Virginia Slims Lights 120s, will begin appearing early next month. Page 62.

CAMPAIGNS BREAKING

Charles of the Ritz breaks its new $4 million campaign, "Confessions of a child of the sixties," for Ritz skincare products in an eight-page insert in October *Vogue*, on the stands by the last week in September. Lord, Geller Federico, Einstein handles (AA, May 20).

COMING THURSDAY

Advertising Age ranks the 100 Leading National Advertisers for 1984 in Thursday's special issue. Advertising expenditures, market shares, product introductions, personnel changes and much more are included in the 100 company profiles. Publication of Advertising Age Thursday will resume next week with all the regular columns, features and Special Report.

REGULAR FEATURES

ADBEAT 69
ADVERTISING MARKETPLACE 85
AGENCY PEOPLE 69
BRADY'S BUNCH 78
CON-SID-ERATIONS 16
CORRECTIONS & CLARIFICATIONS 6
EDITORIAL 16
FOR THE RECORD 91
FORUM 16
LETTERS 20
MARKETING BY MAIL 70
MEDIAMOVES 69
NEW PRODUCTS 68
OBITUARIES 36, 72
ON THE LOOSE 69
PERSONAL PRIVILEGE 22
PHOTO REVIEW 48
PRIMETIME 6
PUBLIC RELATIONS BEAT 36
REGIONAL NEWS 76
VIDEOTECH UPDATE 60
WORLD NEWS ROUNDUP 3

FIGURES TO FILE

ADVERTISING PAGES IN SEPTEMBER CONSUMER PUBLICATIONS 68

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Happy trails on way for EPB?

By JANET MEYERS

WASHINGTON—The $15 million Roy Rogers Restaurants fast-food account that has been a key client for Smith Burke & Azzam, Baltimore, is reportedly on the move to another agency that works with its parent, Marriott Corp.

A Marriott spokesperson said SB&A will serve out its contract, which expires at the end of the year, and "at that time we'll decide whether to make a change."

Some agency sources, however, said Earle Palmer Brown Cos., Bethesda, Md., had been approached by Marriott. Others said the company already had settled on EPB, a move that would consolidate $25 million of Marriott restaurant business at that agency.

(Continued on Page 92)

Preseason skirmishes for ratings

By JAMES P. FORKAN

NEW YORK—The new season's tv ratings war didn't officially begin till today, but the Big 3 networks already have started moving their troops into position and scoring what they feel are important strategic points in preseason battles.

NBC executives were optimistic about their new Wednesday and Saturday programing moves, which got off to a strong start in the A.C. Nielsen Co. ratings for the week ended Sept. 15:

- "Golden Girls" and "227" made their so-called "sneak preview" Saturday debuts with winning shares of 43 and 40, respectively, opposite parts of two

(Continued on Page 96)

West Coast news

New top exec at Sidjakov

Sidjakov Berman & Gomez, the San Francisco design/communications company whose corporate clients include Hills Bros., Frito-Lay, Del Monte Corp. and Pillsbury Co., named Michael Purvis to the new post of president/chief operating officer. Mr. Purvis is a former senior vp, S&O Consultants, San Francisco, a design company specializing in packaging and corporate-identity projects. Partners Nicolas Sidjakov, Jerry Berman and Flavio

(Continued on Page 92)

Consumer Magazine Ad Linage

Advertising pages for U.S., Canadian and foreign consumer publications

September

	Current month 1985	Current month 1984	Year-to-date 1985	Year-to-date 1984
— Art & antiques —				
American Artist	98.0	88.1	664.4	636.5
Antiques	176.3	167.6	1,284.9	1,284.2
Art in America (11X)	—	—	—	—
Southwest Art	78.5	78.8	694.2	742.5
Total Group	**352.8**	**334.5**	**2,643.5**	**2,663.2**
% change		+5.5%		-0.7
— Auto/cycle/rec. vehicles —				
AutoWeek (52X)	136.8	122.9	1,143.5	1,049.7
Car & Driver	93.7	90.6	935.9	838.4
Car Collector & Car Classics	—	—	—	—
Car Craft	78.3	77.8	685.4	652.5
Circle Track	59.1	47.4	487.2	423.5
Cycle	37.2	37.5	481.9	423.8
Cycle Guide (11X)	26.5	25.4	376.5	374.3
Cycle World	32.7	32.2	525.4	486.6
Dirt Rider	19.6	21.6	285.6	237.8
Dune Buggies & Hot VWs	105.7	76.3	845.5	728.6
Family Motor Coaching	129.0	137.7	1,328.2	1,318.2
4 Wheel & Off-Road	84.9	67.4	685.0	645.9
Four Wheeler	87.8	90.9	779.1	695.5
Hot Rod	52.0	71.0	551.3	551.0
Motorcyclist	27.6	31.2	359.8	340.0
Motor Trend	59.3	74.2	688.7	571.9
Motorhome Life	72.5	91.8	871.3	819.9
Pick-Ups & Minitrucks	—	—	—	—
Rider (12X)	37.4	43.3	508.3	541.1
Road & Track	90.7	104.1	980.4	918.8
3 Wheeling	64.7	36.7	522.6	278.1
Trailer Life	101.8	110.1	1,120.2	1,132.8
Total Group	**1,397.3**	**1,390.1**	**14,161.8**	**13,028.4**
% change		+0.5%		+8.7%
— Boating & yachting —				
Boating	138.2	128.7	1,249.6	1,261.8
Chesapeake Bay	39.3	32.0	300.6	252.8
Cruising World	125.1	148.9	1,130.6	1,239.9
Lakeland Boating (10X)	61.5	65.5	591.0	543.3
Motor Boating & Sailing	173.6	155.3	1,515.7	1,460.7
Sail	83.2	101.0	942.3	971.9
Sea	36.0	61.9	438.6	538.0
Small Boat Journal (6X)	—	—	194.0	174.6
Trailer Boats (11X)	29.9	18.7	316.4	312.1
Western Boatman (6X)	43.9	19.0	233.8	121.2
Yachting	163.3	189.1	1,486.2	1,556.4
Total Group	**894.0**	**920.1**	**8,398.8**	**8,432.7**
% change		-2.8%		-0.4%
— Canadian —				
L'Actualite	63.3	80.2	527.6	557.4
Chatelaine:				
English Edition A.	110.9	106.9	783.6	836.5
French Edition A.	85.1	95.8	628.0	707.0
City and Country Home (8X)	60.5	59.0	261.0	234.0
Financial Post A.	32.6	53.2	275.7	371.1
Flare A.	110.3	89.0	587.3	478.1
Macleans (52X) A.	143.6	108.0	995.8	996.7
Montreal Calendar	46.0	59.0	246.0	339.0
Montreal Ce Mois Ci	54.6	62.0	314.9	362.0
Reader's Digest:				
Canadian-English A.	37.7	49.0	511.1	600.9
Canadian-French A.	36.0	44.5	428.1	528.4
Toronto Life	88.7	114.2	699.5	757.5
Vancouver	110.3	107.1	649.3	612.7
Total Group	**979.6**	**1,027.9**	**6,907.9**	**7,381.3**
% change		-4.7%		-6.4%
— Civic/fraternal —				
American Legion	25.6	20.9	232.3	214.4
Elks (10X)	18.7	20.4	152.9	178.0
Kiwanis	16.8	17.3	133.3	105.8
Lion (10X)	10.5	7.3	48.2	51.8
Rotarian	11.8	13.5	99.0	103.8
V.F.W. (11X)	28.5	26.5	250.6	241.5
Total Group	**111.9**	**105.9**	**916.3**	**894.5**
% change		+5.7%		+2.4%
— Comics —				
DC Comics	7.0	8.0	53.5	68.0
Marvel Comics Group	9.0	9.0	63.5	74.5
Total Group	**16.0**	**17.0**	**117.0**	**142.5**
% change		-5.9%		-17.9
— General —				
American Health (10X)	53.6	39.6	358.3	283.2
American West (6X)	44.5	37.5	176.3	119.4
The Atlantic A.	48.2	45.4	406.9	394.7
Audubon Magazine (6X)	31.5	28.3	168.0	132.7
Bon Appetit A.	88.2	91.1	735.9	716.4
Changing Times	40.5	40.9	341.6	382.6
Connoisseur	80.9	64.3	506.4	440.7
Consumers Digest	22.3	12.3	142.3	86.3
Ebony	87.6	93.7	825.5	803.0
Fifty Plus	35.5	28.9	285.3	297.1
Food & Wine	49.7	30.0	414.1	313.9
Games	19.9	21.9	150.1	186.7
Gourmet	91.5	76.9	752.9	656.9
Home Entertainment (8X)	—	—	154.6	123.6
Harper's Magazine A.	30.3	20.7	230.1	207.6
Life	48.4	45.6	532.8	516.0
Modern Maturity (6X)	42.8	32.9	184.9	155.3
Money	104.6	114.7	1,031.5	1,053.7
Moneysworth (4X)	—	—	37.2	40.0
Mother Earth News (6X)	50.8	54.2	230.0	263.0
Mother Jones (9X)	—	—	114.4	115.5
National Geographic	26.6	15.9	200.4	207.1
Natural History	43.3	44.1	360.5	364.4
Prevention	66.5	63.1	537.8	616.8
Psychology Today	24.4	25.7	217.3	216.6
Reader's Digest A.	74.7	81.5	678.5	681.4
Saturday Evening Post (9X)	38.8	41.0	246.5	245.7
Signature	54.6	52.5	466.8	479.0
Smithsonian	92.9	72.3	770.4	705.4
Success	40.2	36.3	251.3	300.3
Sylvia Porter's Personal Finance (6X)	—	—	—	—
Town & Country	200.3	197.0	1,121.0	1,204.3
Travel/Holiday	34.5	27.3	389.2	384.6
Travel & Leisure	96.8	102.2	912.3	925.7
Vanity Fair	49.7	42.9	289.8	209.7
Writers Digest	26.9	24.6	219.5	216.5
Yankee	143.3	95.1	665.4	696.9
Total Group	**1,984.3**	**1,800.6**	**15,075.8**	**14,430.0**
% change		+10.2%		+4.5%
— Home —				
Americana (6X)	45.1	48.3	182.9	192.9
Architectural Digest A.	137.8	141.1	1,083.0	1,111.1
Better Homes & Gardens	112.1	129.0	961.4	1,012.1
Colonial Homes (6X)	82.2	82.2	317.5	339.3
Country Home	44.0	32.5	163.6	100.5
Country Journal	23.0	32.9	256.8	282.9
Country Living	82.1	70.1	602.1	567.4
Dallas/Ft. Worth Home & Garden	88.0	71.3	695.2	636.4
Family Handyman (10X) A.	80.8	79.3	487.1	559.1
Flower & Garden (6X)	—	—	158.8	155.1
Home	58.6	58.2	435.8	484.7
The Homeowner	23.3	29.2	203.8	188.2
Horticulture	35.0	35.0	328.2	264.0
House Beautiful	100.7	101.5	731.4	800.5
House & Garden	105.1	118.4	817.3	743.6
Houston Home/Garden	114.5	101.6	870.8	871.9
Metropolitan Home	81.6	51.8	558.7	563.6
New Shelter (9X)	66.3	65.5	393.2	349.3
1,001 Home Ideas	75.1	62.4	437.3	361.0
Rodale's Organic Gardening	55.3	53.0	506.4	585.9
Phoenix Home/Garden	—	—	—	—
San Diego Home/Garden	71.7	106.3	696.9	661.1
South Florida Home/Garden	37.8	—	354.9	—
Southern Accents (6X)	94.9	91.9	424.9	376.0
Southern Living	131.6	126.6	1,142.7	1,173.5
Sunset A.	119.2	107.8	1,236.9	1,199.5
Texas Homes	73.1	68.2	709.6	712.4
Workbench (6X)	54.8	61.2	264.7	296.4
Total Group	**2,003.7**	**1,925.3**	**15,021.9**	**14,588.4**
% change		+4.1%		+3.0%
— In-flight & other passenger —				
Aboard Group (7) (6X)	—	—	—	—
Alaska Airlines	47.1	53.4	435.2	458.7
American Way (26X)	124.3	95.7	1,007.1	881.1
East/West Network:				
Eastern Review	99.0	116.2	851.6	1,029.6
Northwest Orient	41.5	36.0	364.0	286.6
Ozark	50.7	36.7	367.7	407.7
PSA Magazine	98.0	97.0	722.3	910.7
Pan Am Clipper	55.7	65.5	523.2	551.8
Republic Scene	57.2	54.2	411.2	532.6
Southwest	120.8	100.9	824.5	834.8
United	103.0	120.0	807.7	1,026.8
Western's World	57.2	54.3	474.7	600.3
Halsey Publications:				
Air Cal	61.2	51.3	433.9	427.0
Delta Sky	85.5	70.0	645.5	663.4
Skylite	18.8	17.0	185.4	170.0
U.S. Air	51.2	61.8	474.9	541.3
Hawaii (6X)	21.5	20.3	213.5	194.2
Pace	86.8	102.8	628.2	569.1
Southwest Airlines	—	—	—	—
Spirit of Aloha (6X)	20.4	20.0	214.3	197.5
TWA Ambassador	71.5	56.2	494.0	523.1
Total Group	**1,271.4**	**1,229.3**	**10,078.9**	**10,806.3**
% change		+3.4%		-6.7%
— Men's —				
Esquire	119.0	135.3	1,024.6	1,014.3
Firehouse Magazine (13X)	103.3	68.2	437.6	407.3
Gentlemen's Quarterly A.	294.6	309.7	1,294.3	1,347.4
M Magazine	96.3	120.0	471.7	551.0
Penthouse A.	49.4	64.4	357.0	446.6
Playboy A.	68.1	70.1	630.8	629.1
Total Group	**730.7**	**767.7**	**4,216.0**	**4,395.7**
% change		-4.8%		-4.1%
— Metropolitan —				
Aloha (6X)	32.3	29.7	165.5	145.9
Atlanta	—	—	—	—
Baltimore	88.3	77.3	705.9	542.3
Boston	171.6	163.8	1,350.3	1,242.1
California	61.2	85.9	596.9	569.0
Charlotte (10X)	—	—	—	—
Chicago	149.4	181.5	1,161.8	1,184.7
Chicago's North Shore	94.6	93.7	685.8	739.4
Cincinnati	60.2	52.8	479.2	440.9
Cleveland	76.2	85.4	704.9	671.6
Coast (38X)	450.0	383.4	2,615.5	2,462.8
Columbus Monthly	94.7	76.5	621.1	605.5
Commonwealth	—	—	—	—
Connecticut	—	—	—	—
Country Magazine	43.5	55.0	404.8	364.8
D/Magazine, Dallas/Ft. Worth	151.6	135.7	1,150.3	1,082.2
Denver	39.5	30.0	284.1	234.6
Gulfshore Life (10X)	—	—	443.4	507.4
Honolulu	—	—	—	—
Houston City	65.9	100.2	615.5	739.6
Indianapolis	58.0	52.7	385.9	367.1
Los Angeles	—	—	—	—
Louisiana Life (6X)	57.5	78.3	277.5	367.0
Madison	69.0	45.2	552.6	461.4
Metropolitan Detroit	90.0	80.9	641.5	467.0
Miami Mensual	40.1	41.3	360.6	351.0
Miami/South Florida	72.8	66.4	783.9	759.6
Milwaukee	61.7	59.3	563.3	376.5
Minneapolis/St. Paul	122.5	99.7	858.9	811.2
Monthly Detroit	80.0	74.1	517.5	577.5
Nashville	40.0	47.0	326.0	329.0
New England Monthly	43.8	14.4	269.3	71.2
New Jersey Monthly	68.2	55.8	534.7	481.0
New Mexico	—	—	—	—
Ohio	129.2	140.2	623.2	582.3
Oregon	—	—	—	—
Orlando	85.0	70.3	901.5	761.5
Palm Beach Life	29.2	34.4	604.9	614.5
Palm Springs Life	—	—	—	—
Philadelphia	174.5	181.4	1,195.8	1,147.7
Phoenix	76.5	82.3	885.2	785.2
Pittsburgh	75.6	60.3	559.2	540.2
St. Louis	66.0	73.5	493.5	533.0
San Diego	150.5	150.6	1,390.8	1,318.5
San Francisco	47.3	92.3	503.0	649.0
San Francisco Focus	96.5	80.5	788.0	520.2
Texas Monthly	—	—	—	—
Twin Cities	88.0	59.2	533.7	570.5
Ultra	105.3	80.2	638.2	690.6
The Virginian (6X)	49.5	47.5	277.0	183.8
Washington Dossier (11X)	84.6	87.8	466.3	418.5
The Washingtonian	191.0	196.0	1,348.0	1,311.0
Total Group	**3,754.7**	**3,702.5**	**29,269.0**	**27,578.8**
% change		+1.4%		+6.1%
— Movie/romance/radio/tv —				
Macfadden's Women's Group:				
Secrets	20.0	26.3	170.7	219.9
True Confessions	20.0	26.3	170.7	219.9
True Experience	20.0	26.3	170.7	219.9
True Love	20.0	26.3	170.7	219.9
True Romance	20.0	26.3	170.7	219.9
Sterling Women's Group:				
Daytime TV	27.5	28.5	256.5	251.5
Modern Screen	—	—	58.3	81.0
Movie Mirror (6X)	—	—	71.5	82.0
Soap Opera Stars	—	—	77.1	89.5
TV Movie Screen (6X)	—	—	27.3	126.6
TV Picture Life (6X)	—	—	24.0	87.0
Total Group	**127.0**	**158.0**	**1,363.0**	**1,811.0**
% change		-19.6%		-24.7%
— Music/entertainment —				
American Film (10X)	25.0	35.3	208.3	209.5
Audio	69.0	64.0	687.6	555.6
Circus Magazine	39.5	39.2	437.5	321.3
Dance Magazine	50.8	54.2	484.9	544.9
Musician	56.0	50.3	520.0	540.5
Playbill	50.7	57.0	428.8	506.0
Record	19.3	28.2	191.7	208.5
Stereo Review	118.5	51.3	421.9	397.7
Video	66.7	62.6	660.7	600.1
Video Review	45.9	51.9	509.5	473.0
Total Group	**541.4**	**494.0**	**4,350.9**	**4,357.1**
% change		+9.6%		-0.1%
— National Sunday magazines —				
USA Weekend A. (52X)	80.5	70.8	466.7	525.8
Parade (52X)	69.3	61.4	468.9	478.9
Total Group	**149.8**	**132.2**	**935.6**	**1,004.7**
% change		+13.3%		-7.0%
— Outdoor & sport —				
Alaska	42.6	44.2	428.9	371.6
The American Handgunner (6X)	38.0	39.0	258.0	258.0
American Hunter	36.9	37.9	178.0	179.5
American Rifleman	42.0	42.6	235.9	258.1
Backpacker (6X)	27.9	40.2	168.6	213.0
Bass Master (9X) A.	28.0	34.7	421.5	384.5
Bicycling (9X)	73.6	95.0	756.0	857.9
Field & Stream	76.4	66.3	802.6	753.8
Fins & Feathers A.	29.4	34.4	—	778.8
Fishing World	9.7	12.6	185.9	203.5
Florida Sportsman	65.1	61.6	901.9	778.8
Flying	48.5	55.2	416.1	418.1
Fur-Fish-Game	31.9	34.5	172.1	204.0
Golf Digest	78.9	92.7	841.7	862.1
Golf Magazine	34.6	37.3	599.9	667.1
Guns	30.0	30.0	326.0	341.0
Guns & Ammo	63.3	61.8	395.0	418.4
In-Fisherman (6X)	39.0	48.0	430.0	440.0
Muscle & Fitness	101.0	—	957.3	978.6
Outdoor Life	73.7	61.4	637.9	690.4
Outside Magazine	37.2	37.5	360.0	331.3
Petersen's Hunting	78.4	64.5	376.3	365.1

(X) Represents the number of times published each year; publications are monthly unless otherwise specified.

A. Sectional linage included but prorated to circulation of regional editions. B. Figures represent a double issue for the months of July and August. * All affiliated with Sunday Mag/Net. except Los Angeles Times Home Magazine and New York Times Magazine.

(Continued on Page 84)

(Continued from Page 83)

September

	Current month 1985	1984	Year-to-date 1985	1984
The Runner	32.2	41.7	310.8	441.3
Runner's World (13X)	36.0	52.5	340.4	469.2
Salt Water Sportsman	61.1	55.3	662.4	636.2
Shooting Times	46.8	49.1	308.3	339.4
Ski (8X) A.	142.0	132.1	357.4	381.3
Skiing (7X)	202.0	201.8	405.3	417.1
Skin Diver	75.0	63.1	734.1	697.1
Southern Outdoors (8X)	38.9	46.6	249.3	279.7
Sport	38.3	47.3	377.0	408.3
Sports Afield	86.4	86.9	756.3	775.9
Tennis	158.2	171.1	820.9	827.2
Western Outdoors (10X)	30.7	29.5	357.6	349.0
Total Group	1,928.1	1,871.3	16,267.3	16,775.3
% change		+2.9%		-3.0%
— Photography —				
American Photographer	38.3	45.5	363.4	360.9
Petersen's Photographic	35.1	39.4	253.7	288.6
Popular Photography	76.2	92.3	782.7	862.3
Total Group	149.6	176.2	1,299.8	1,511.8
% change		-28.8%		-14.0%
— Religious —				
BBI Jewish Monthly (10X)	26.9	33.0	161.4	182.6
Christian Herald (11X)	42.5	48.5	254.4	268.5
Christian Life	27.0	32.9	228.3	242.7
Christianity Today (18X)	—	—	—	—
Inside (4X)	—	—	—	—
Moody Monthly (11X)	51.0	48.7	401.0	397.70
Today's Christian Woman (6X)	53.8	44.3	215.2	172.0
Total Group	471.7	510.1	1,564.7	1,578.7
% change		-7.5%		-0.9%
— Science/electronic/mechanic —				
Compute	37.7	60.0	419.1	685.8
Computers & Electronics	—	—	—	—
Creative Computing	41.3	101.4	555.8	1,062.4
Discover	38.8	31.1	286.6	319.2
Family Computing	46.2	59.0	306.0	440.2
Info World (52X)	—	—	—	—
Omni	51.3	70.9	504.7	550.9
Personal Computing	134.2	164.9	1,297.9	1,372.7
Popular Mechanics	97.3	94.3	849.1	838.5
Popular Science	64.8	87.7	562.2	729.3
Science Digest	15.9	32.7	208.0	259.3
Science 85 (10X)	25.2	27.2	205.8	235.0
Scientific American	52.8	130.5	399.8	613.0
Spectrum	137.2	92.1	945.4	870.5
Total Group	786.3	995.9	6,900.9	8,341.2
% change		-21.0%		-17.3%
— Women/fashion/service —				
Bride's Magazine (6X) A.	—	—	—	—
Cosmopolitan A.	237.4	243.8	1,728.7	1,874.3
Essence	101.2	102.3	715.2	753.4
Family Circle (24X) A.	199.0	134.9	1,332.0	1,246.3
Family Magazine	36.8	29.0	348.1	305.2
Glamour	266.1	259.0	1,591.9	1,605.0
Good Housekeeping A.	172.6	181.9	1,426.8	1,396.8
Harper's Bazaar	322.6	311.2	1,307.7	1,336.5
Health	39.4	35.6	355.6	313.8
Ladies' Home Journal	123.0	98.5	961.4	884.3
Ladycom (10X)	30.7	45.9	254.7	308.8
Lady's Circle	—	—	—	—
Mademoiselle	190.9	217.9	1,132.9	1,284.2
McCall's	112.8	103.5	805.1	810.8
Modern Bride (6X)	156.6	156.1	1,502.6	1,394.8
Ms.	52.0	60.5	418.9	455.5
New Woman	71.9	40.3	476.3	416.9
Parents Magazine A.	102.3	81.3	763.7	661.6
Playgirl	—	—	—	—
Redbook	112.9	113.0	803.6	819.8
Self	124.5	125.9	850.0	870.7
Seventeen	117.6	137.7	1,141.0	1,202.8
Shape	79.5	79.1	565.6	530.4
Soap Opera Digest (26X)	25.0	29.9	253.5	256.8
'Teen Magazine	65.3	73.5	467.8	504.8
True Story A.	51.6	63.4	425.8	518.6
Vogue	550.8	602.1	2,339.4	2,430.2
W Magazine	—	—	—	—
Weight Watchers	—	—	—	—
Woman's Day A. (16X)	151.6	171.3	991.1	1,040.1
The Workbasket (10X)	44.2	40.3	305.2	394.8
Working Mother	73.9	72.4	647.3	620.3
Working Woman	127.7	178.8	876.1	929.8
Total Group	3,739.9	3,789.1	24,788.0	25,167.3
% change		-1.3%		-1.5%
— Youth —				
Boys' Life	36.2	35.3	169.2	149.1
Campus Life (10X)	50.2	58.3	330.0	311.0
Total Group	86.4	93.6	499.2	460.1
% change		-7.7%		+8.5%

August

	Current month 1985	1984	Year-to-date 1985	1984
— Business —				
Arizona Bus. Gazette (52X)	23.2	20.7	212.1	200.9
Atlanta Bus. Chronicle (52X)	46.8	44.3	399.4	373.9
Austin Business Journal (52X)	68.3	43.5	460.5	352.6
Barron's (52X)	141.1	136.5	1,452.8	1,473.7
Boston Business Journal (52X)	128.1	76.8	1,074.1	716.6
Business Atlanta	63.2	57.0	528.0	438.9
Business First of Buffalo	64.7	—	—	—
Business First of Columbus	40.4	—	503.4	—
Business North Carolina	37.0	40.0	—	—
Business Week (52X) A.	191.7	302.1	2,658.6	3,026.0
Business West (40X)	31.0	—	96.0	—
California Business	113.6	113.7	850.4	634.3
Capital District Bus. Review (25X)	—	—	—	—
Corporate Report/Kansas City	35.8	51.4	372.0	477.6
Corporate Report/Minnesota	75.2	64.7	729.9	661.0
Crain's Chicago Bus. (52X)	146.7	106.0	1,194.1	1,008.7
Crain's Cleveland Bus. (52X)	62.1	60.6	589.0	505.7
Dallas/Ft. Worth Bus. (52X)	—	—	—	—
Dun's Business Month	37.0	41.0	365.0	494.0
Financial World (24X)	38.7	19.2	313.5	237.7
Florida Trend (13X)	52.5	52.8	708.3	671.5
Forbes (26X)	149.9	155.2	2,095.9	2,167.8
Fortune (26X) A.	215.6	249.9	2,021.1	2,120.4
Frequent Flyer	51.0	65.8	468.4	443.3
Futures (13X)	76.0	50.0	447.0	441.0
Hawaii Business	86.0	46.1	404.6	397.1
High Technology	30.0	28.0	252.7	251.4
Houston Bus. Journal (52X)	121.0	129.4	1,010.6	1,175.8
Inc. Magazine A.	47.4	88.8	709.9	915.1
Income Opportunities	56.9	46.4	376.2	371.7
Industry Week (25X) A.	59.1	65.4	657.4	808.7
Indianapolis Business Journal (52X)	116.4	96.1	945.7	871.8
New England Business	72.3	33.3	689.0	519.8
Milwaukee Business Journal	105.8	86.6	761.0	606.5
Nation's Business A.	17.8	20.4	259.4	248.7
New England Bus. (20X)	72.3	33.3	689.0	519.8
Pacific Business News (52X)	100.3	91.4	866.8	840.2
Philadelphia Business Journal (52X)	89.1	81.4	737.5	657.7
Pittsburgh Bus. Times (52X)	69.6	38.9	595.0	417.5
San Jose Business Journal	—	—	—	—
Savvy	—	—	—	—
South Florida Business Journal	71.1	64.1	662.8	503.7
St. Louis Business Journal (52X)	135.1	117.0	1,118.8	1,070.3
Texas Business	—	—	—	—
Venture	64.8	93.9	561.1	636.7
Total Group	4,090.3	2,854.4	28,141.0	26,708.3
% change		+43.3%		+5.4%
— Newspaper Sunday magazines* —				
Arizona Republic	40.9	54.0	382.5	497.0
Boston Globe	192.2	164.3	1,473.9	1,398.8
Chicago Tribune	110.5	57.6	827.2	536.7
Cincinnati Enquirer	—	—	—	—
Cleveland Plain Dealer	43.0	53.1	337.6	450.3
Columbus Dispatch	47.4	61.2	352.4	369.0
Denver Post	—	—	—	—
Detroit News	144.0	144.0	980.0	1,058.0
L.A. Times Home Magazine	58.4	83.7	549.9	791.6
Louisville Courier-Journal	63.6	55.4	520.0	530.0
Miami Herald	35.1	49.5	307.7	411.8
New York News	—	—	—	—
New York Times Magazine	336.5	394.0	2,564.0	2,729.3
Philadelphia Inquirer	60.1	61.0	103.9	101.9
Seattle Times/Pacific	53.0	23.0	337.0	135.0
Toledo Blade Magazine	42.3	66.1	317.5	396.2
Washington Post	99.6	89.4	859.2	824.9
Total Group	1,293.9	1,356.3	9,412.8	10,050.5
% change		-4.8%		-6.3%
— Weeklies/bi-weeklies —				
The Advocate (26X)	101.1	125.3	767.6	916.2
Army Times Military Group:				
Air Force Times (52X)	136.9	127.2	1,221.8	1,171.1
Army Times (52X)	134.2	118.2	1,193.4	1,112.7
Navy Times (52X)	148.2	135.7	1,302.4	1,258.3
The Times Magazine	4.6	10.0	89.9	119.4
The Blood-Horse (52X)	407.3	364.1	3,427.7	3,609.7
Capper's Weekly (26X)	23.7	23.3	191.8	206.1
Commonweal (22X)	1.9	1.9	45.9	50.3
Golf World (43X)	76.0	82.4	660.2	671.6
Grit (52X) A.	18.5	20.3	151.9	184.2
National Journal (50x)	14.0	11.0	364.0	170.0
National Review (25X)	17.7	23.5	177.8	206.2
New Republic (48X)	20.6	20.1	224.3	235.9
New York Magazine (50X)	190.2	205.7	1,763.9	1,664.9
New Yorker (52X)	117.3	138.1	1,675.7	2009.7
Newsweek (52X) A.	140.5	155.4	1,589.0	1,746.8
People (52X)	241.6	256.9	2,242.5	2,344.2
Rolling Stone (25X)	43.1	26.2	666.1	659.4
Sporting News (52X)	40.1	41.1	307.6	384.4
Sports Illustrated (52X) A.	163.0	215.0	1,684.7	1,943.5
Time (52X) A.	127.9	158.3	1,585.2	1,689.9
Travelhost (52X)	3,618.5	3,575.0	26,404.0	22,009.0
TV Guide (52X) A.	203.8	197.9	2,230.7	2,236.8
Us Magazine (26X)	52.0	29.2	285.6	337.7
U.S. News & World Report (52X) A.	93.5	93.6	1,035.9	1,048.1
Total Group	6,158.9	6,155.4	51,289.6	47,986.1
% change		+0.1%		+8.9%
— Foreign —				
Good Housekeeping Foreign Editions:				
Australia	37.4	36.9	265.2	248.2
Great Britain	98.4	98.7	943.7	881.2
Japan	74.3	76.4	292.5	237.7
Geomundo:				
Central America	6.0	6.0	36.5	42.8
Chile	5.0	6.0	38.5	40.3
Colombia	10.5	9.5	66.5	66.5
Ecuador	4.0	4.0	30.0	28.0
Mexico	8.0	9.0	54.5	56.8
Peru	4.0	5.0	36.5	39.3
Puerto Rico	—	—	22.0	18.3
Venezuela	5.0	7.0	68.0	83.3
Hombre De Mundo:				
Central America	3.0	5.0	27.0	47.0
Chile	4.0	4.0	34.0	46.0
Colombia	7.3	6.0	50.8	73.5
Ecuador	2.0	1.0	28.5	33.0
Mexico	10.5	11.0	77.5	100.5
Peru	2.0	3.0	23.0	44.0
Puerto Rico	2.0	4.0	43.0	67.0
Venezuela	11.0	14.0	130.0	135.0
Ideas Para Su Hogar:				
Central America	—	—	—	1.5
Chile	—	—	—	1.0
Colombia	17.7	28.0	107.7	137.0
Ecuador	5.0	7.0	37.0	41.5
Mexico	10.7	9.7	68.7	63.2
Peru	2.0	7.5	17.0	47.0
Puerto Rico	—	0.5	10.5	5.0
Venezuela	18.8	14.8	127.8	115.0
Mecanica Popular:				
Argentina	—	4.8	16.3	44.0
Central America	9.2	13.3	74.7	103.3
Chile	3.3	7.2	25.8	49.0
Colombia	15.5	16.3	105.0	111.0
Mexico	14.7	14.8	109.5	97.3
Peru	11.5	14.3	89.0	126.0
Puerto Rico	8.5	12.8	74.3	113.0
Venezuela	10.8	17.7	103.7	130.2
The Ring en Espanol:				
Mexico	0.3	0.2	16.2	0.3
Puerto Rico	—	—	—	—
U.S.	4.0	6.0	40.7	32.3
Venezuela	1.0	3.0	8.0	10.0
Vanidades Continental:				
Central America	5.2	4.5	45.7	47.7
Chile	2.3	3.3	19.7	15.7
Colombia	71.0	63.7	480.5	429.3
Dominican Republic	—	—	—	—
Business Week Int'l. (52X)	64.5	113.0	904.5	1,019.2
Cosmopolitan Foreign Editions:				
Australia	72.9	59.1	468.2	425.4
Brazil	64.2	42.2	345.5	264.9
France	29.0	30.3	750.5	989.7
Germany	47.2	50.7	714.7	659.1
Great Britain	95.0	89.0	858.1	845.3
Greece	21.0	30.0	455.4	407.0
Holland	24.0	16.0	472.3	349.0
Italy	30.8	—	30.8	—
Japan	28.7	28.0	247.0	237.7
Cosmopolitan en Espanol:				
Central America	2.3	—	9.0	7.0
Colombia	15.5	10.2	96.0	73.3
Ecuador	—	—	2.0	3.0
Mexico	36.8	41.2	326.3	317.7
Peru	—	5.0	21.0	19.0
Puerto Rico	13.0	24.5	164.8	226.2
U.S. (Spanish language)	19.2	21.0	131.7	146.2
Venezuela	17.8	13.0	181.5	121.5
International Communications:				
African Business	23.9	26.5	197.4	215.3
The Middle East	12.8	10.8	127.6	147.5
New African	17.8	12.8	125.9	125.6
International Management:				
Europe	43.2	12.2	343.2	257.2
Middle East	22.7	20.2	124.8	97.0
Pacific	6.2	7.8	106.2	94.2
Johnston International:				
Alam Attijarat	43.8	45.2	354.4	402.8
Ejecutivo (6X)	—	—	—	—
Modern Africa (6X)	16.8	36.3	65.5	117.1
Modern Asia (11X)	27.7	49.1	256.9	252.6
Newsweek International A.:				
Atlantic (52X)	45.3	44.6	594.4	617.8
Latin America (52X)	24.8	15.6	197.7	184.9
Pacific (52X)	46.9	38.7	446.7	491.4
Progreso (9X)	16.0	10.8	71.1	35.7
Reader's Digest:				
Arabic	8.0	3.0	68.5	67.0
Asian	204.0	190.0	1,549.0	1,322.0
Australian	47.3	70.5	427.7	585.8
Belgian-Flemish	27.0	20.5	582.0	608.5
Belgian-French	22.0	11.0	392.5	398.5
British	26.1	28.2	333.0	384.8
Chinese B.	88.0	90.0	935.5	721.2
Danish	18.5	19.3	231.5	228.8
Dutch	19.8	20.0	307.5	277.3
Finnish	44.0	22.0	352.9	310.5
French	25.0	19.9	345.4	351.4
German	38.0	34.4	482.4	522.1
Iberian	—	7.5	31.0	123.5
Indian-English	53.0	49.5	732.5	567.5
Indian-Hindi	5.0	3.0	86.5	35.5
Italian	9.0	11.0	258.5	269.0
Japanese	41.7	42.8	353.9	351.4
Korean	27.0	5.0	193.2	183.0
Latin American:				
Argentina	33.0	32.0	154.5	147.0
Brazil	5.0	3.0	37.0	21.0
Central American	8.0	12.0	64.0	71.5
Chile	14.5	17.0	84.5	92.0
Colombia	35.0	36.5	203.5	229.5
Ecuador	10.0	8.0	67.0	59.5
Mexico	53.7	34.5	352.5	350.7
Peru	11.0	10.0	72.5	68.0
Puerto Rico	4.0	3.0	37.0	40.0
U.P.B.	7.0	9.0	53.5	55.0
U.S. Spanish	9.0	9.5	70.0	69.0
Venezuela	9.0	10.0	81.0	82.0
New Zealand	55.0	85.5	411.5	656.0
Norwegian	19.4	19.5	153.4	255.1
South African	79.0	92.5	694.0	705.3
Swedish	18.0	5.5	118.5	87.5
Swiss-French	13.0	7.4	180.3	196.9
Swiss-German	19.0	15.5	251.4	261.3
Time International:				
Time-Asia	64.0	52.1	614.9	642.4
Time-Atlantic	59.3	56.4	688.0	746.5
Time-Canada	82.5	95.1	1,146.8	1,257.1
Time-Latin America	35.6	35.5	306.6	316.6
Time-South Pacific	92.9	96.3	839.3	828.4
Visao (52X)	128.5	172.7	923.2	1,199.6
Vision/Latin America (26X) A.	23.6	27.1	190.4	206.5
Total Group	3,027.8	3,000.1	28,495.4	29,081.2
% change		+0.9%		-2.0%

Projects in Knowledge guide readied

NEW YORK—Projects in Knowledge has published a purchasing guide to promotional programs in the healthcare field. The guide describes 36 programs that can be adapted to different medical specialties and lay audiences. They include single-sponsored, specialty-oriented symposia, computer conferences for physicians, exhibits, direct-mail services and others.

The guide is available free from the company at 53 East 34th St. 10016.